AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of the claims in this application:

Claim 1. (Currently Amended) An information service method, comprising the steps of:

synchronously transmitting program data and information associated with at least one of a plurality of consumer commodities that appears in a program of the program data;

receiving the program data and the associated information;

reproducing the received program data and displaying the reproduced program data on a displaying portion; ~~and~~

extracting information associated with a selected one of the plurality of consumer commodities displayed on the displaying portion and displaying information associated with the selected consumer commodity simultaneously on a child screen superimposed on the reproduced program data displayed on the displaying portion~~.~~;and

storing information about the selected one of the plurality of consumer commodities displayed on the displaying portion while the reproduced program data is being displayed on the displaying portion.

Claim 2. (Previously Presented) The information service method as set forth in claim 1, wherein the method is a method for buying the selected consumer commodity.

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Claim 3. (Currently Amended) The information service method as set forth in claim 2, wherein the selected consumer commodity is displayed on ~~a~~ the child screen of the displaying portion.

Claim 4. (Previously Presented) The information service method as set forth in claim 3, wherein the selected consumer commodity and the information associated with the selected consumer commodity are switchably displayed on the child screen.

Claim 5. (Previously Presented) The information service method as set forth in claim 4, wherein the information associated with the selected consumer commodity contains at least information about a price of the selected consumer commodity and information about a name that distinguishes the selected consumer commodity.

Claim 6. (Original) The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information about a store from which the selected consumer commodity can be bought.

Claim 7. (Previously Presented) The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information representing how the selected consumer commodity is bought through a network.

Claim 8-14.   (Cancelled)

Claim 15. (Original) The information service method as set forth in claim 1, wherein the program data and the information associated with the selected consumer commodity are transmitted through a bi-directional communication network.

Claim 16. (Original) The information service method as set forth in claim 1, wherein the information associated with the selected consumer commodity is data paired with bit map addresses of a display screen for the program data.

Claim 17. (Original) The information service method as set forth in claim 1, wherein the information associated with the selected consumer commodity is transmitted so that the information is synchronized with a picture of the program data.

Claim 18-47. (Cancelled)

Claim 48. (Currently Amended) The information service method as set forth in claim 4̶7̶ 1, wherein the information associated with the stored information is provided from an external apparatus when the stored information is transmitted to the external apparatus.

Claim 49. (Currently Amended) The information service

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method as set forth in claim 4̶7̶ 1̲, wherein the information

associated with the stored information is provided

independently with the program data by referring to the stored

information.